

Competitive Environment

I. Kids Up Front Foundation and Kids Up Front Foundation (Calgary)

Kids Up Front Foundation is a charitable organization that provides access to arts, culture, sport and recreation for children who otherwise do not have the opportunity. The Foundation, with the vision of “one little ticket, one big life”, works closely with child-serving charitable organizations to distribute donated tickets and create special events. First found and developed in Calgary in 2000, KUF quickly made phenomenal success. In the successive years, three more foundations were found in Edmonton, Vancouver and Toronto. In 2006, KUF Foundation (Canada) was incorporated as a public foundation to support the work of the regional Kids Up Front programs.

KUF (Calgary) is the forerunner of the whole foundation. It provides kids in Calgary with the opportunities to sporting events, theatre, concerts, trips out of town, horseback riding and thousands more, through partnership with corporations, entertainment communities and the public.

II. Business Model of Kids Up Front (Calgary)

KUF (Calgary) now provides two programs: “**Can’t Use Your Ticket?**” and “**Kids Counts**”.

Can’t Use Your Ticket? KUF collects donated event ticket from corporation and general public. Also, through relationships with events organizations like The Calgary Flames, Calgary Stampeders, Theatre Calgary, as well as concert promoters, special event organizers, KUP collect in those tickets that would otherwise go unused. The tickets are then redistributed to kids through partnership with child-serving charitable agencies, who in turn select the ticket recipients from within their program. By implementing a program that wraps a process around

tickets “in” and ticket “out”, including quality control measures, KUF is able to distribute tickets fairly and efficiently to thousands of kids.

Kids Count! is an event-based program that sends kids on special outings, including first-ever vacations out of town, horseback riding trips, skating parties with Canadian Olympian. These events are made possible through financial support from corporate and individual donors and partnership with partner agencies.

The major stakeholders are donors (corporate donors, event organizations and individual donors), partner agencies and the kids (who receive the tickets or join the Kids Count events). KUF is acting like an intermediate among the groups of stakeholder.

III. Market Analysis

Kids Up Front (Calgary) is unique, as it is the only charity in the city that provides experiences for **underprivileged children and** youth through the distribution of **unused event** tickets. While other kids-oriented charities provide food, shelter, clothing and counseling, KUF provides “the nourishment of spirit”. This unique market positioning leaves KUF with no direct competitor. The absence of direct competitors let the KUP focus more about how to open up the market rather than how to survive in the competing market. A crucial part for KUF to run successfully and smoothly is to get enough tickets and financial supports. At present, KUP mainly receives donations from three groups of donors: Corporate groups and social clubs (which mainly provide financial donation), private individuals (which take up only a small portion of the total donation), and event organizations (such as Calgary Flames, Storybook Theaters, which form the most part of the donation).

IV. Current Web Strategy

The KUP website is a platform that provides potential donors and partners with more information about the charity, the work they do in the community, the programs outcomes, and how KUP get involved. As well, the website provides recognition of partnerships, sponsors and supporter.